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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/022,558	12/14/2001	William P. Price	K35A0819	3759
35219	7590	08/09/2007	EXAMINER	
WESTERN DIGITAL TECHNOLOGIES, INC.			LASTRA, DANIEL	
ATTN: RENEE QUICK			ART UNIT	PAPER NUMBER
20511 LAKE FOREST DR.				3622
E-118H				
LAKE FOREST, CA 92630				
MAIL DATE		DELIVERY MODE		
08/09/2007		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Interview Summary	Application No.	Applicant(s)
	10/022,558	PRICE ET AL.
	Examiner DANIEL LASTRA	Art Unit 3622

All participants (applicant, applicant's representative, PTO personnel):

(1) DANIEL LASTRA.

(3) ____.

(2) ____.

(4) ____.

Date of Interview: 23 July 2007.

Type: a) Telephonic b) Video Conference
c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
If Yes, brief description: ____.

Claim(s) discussed: 1.

Identification of prior art discussed: Klarfeld (2006/0212904).

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant mentioned that he would consider amending the claims to better explain the meaning of a "complete" advertisement and why each segment of an advertisement is incomplete. The Examiner would wait for Applicant's response in order to determine how to proceed.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.



Examiner's signature, if required